

GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

MA&UD Department - MEPMA - DAY-NULM – SUSV – Permission for establishment of “Smart Street Vending Market” to support SHG families / Street Vendors in 7 ULBs i.e., Anantapur, Kurnool, Tadepalli-Mangalagiri Municipal Corporation (MTMC), Ongole, Srikakulam, Vijayawada Municipal Corporation (VMC) and YSR Kadapa Corporation – Accorded.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (UBS) DEPARTMENT

G.O.RT.No. 753

Dated: 30-07-2025

Read the following:

1. G.O.Rt.No.1005, M.A. & U.D. (UBS) Department, dated 24.12.2024.
2. From the Mission Director, MEPMA-AP, Tadepalli, Lr. Roc. No.3968/ NULM/ SM&ID/2024-25, Dated 18-07-2025.

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ORDER:

In the 1st reference read above, Government have issued orders according permission to the Mission Director, MEPMA, Tadepalli for establishment of Smart Street Vending Market with 200 shops as pilot project at Mypadu Road, Nellore, with certain components of SMART STREET Project mentioned therein.

2. In the reference 2nd read above, the Mission Director, MEPMA has requested the Government to accord permission for establishment of ‘Smart Street Vending Market’ with 40 shops to 200 shops in 7 ULBs i.e., Anantapur, Kurnool, Tadepalli-Mangalagiri Municipal Corporation (MTMC), Ongole, Srikakulam, Vijayawada Municipal Corporation (VMC) and YSR Kadapa Corporation with envisaged special features and as per the funding sharing pattern and also requested to issue necessary orders with similar lines of the above pilot project.

3. After careful examination of the matter, Government hereby accord permission to the Mission Director, MEPMA, Tadepalli for establishment of ‘Smart Street Vending Market’ with 40 shops to 200 shops in 7 ULBs i.e., Anantapur, Kurnool, Tadepalli-Mangalagiri Municipal Corporation (MTMC), Ongole, Srikakulam, Vijayawada Municipal Corporation (VMC) and YSR Kadapa Corporation with envisaged special features and funding sharing pattern as given below:-

1. Concept:

To ensure a well-organized and regulated street vending system, minimizing urban congestion and promoting orderly business practices. To equip vendors with digital tools and facilities for enhanced productivity and customer engagement. To foster environmental sustainability by adopting eco-friendly infrastructure and practices.

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To improve vendor-customer interaction by providing clean, safe, and accessible vending spaces. Support inclusive growth by prioritizing women, marginalized communities, and differently abled vendors.

The “Smart Street” envisages of providing street vending markets in line with NULM guidelines. The following are additional features associated with “Smart Street”.

- i. Rooftop seating with customization Modular and Scalable
- ii. Efficient Place making.
- iii. Sustainability by Solar panels @ 12.96 kWh/day. per Container
- iv. Advertising spaces.
- v. Free Wi-Fi Zone.
- vi. Digital Integration.
- vii. Security Features
- viii. To develop in the modular container type similar to Pilot Project at Mypadu Road, Nellore city, Nellore District.

2. Procedure for Beneficiary Selection:

a) Eligibility:

- Above 18 years
- Register as a Street Vendor in respective Corporation/ULB level.
- Having Street Vendor Vending Card & Vending Certificate issued by Municipal Commissioner.
- Recommendation by Town Vending Committee of the respective ULB

b) Survey / Identification Process:

- Wide Publicity on Smart Street Vending Project (Auto Announcements / Pamphlets / Mike Announcements etc.)
- Collection of Applications from Beneficiary for Selection.
- Verification of Eligible Criteria for Selection of Beneficiaries.
- Publication for Social Audit.
- Finalization of the Beneficiary List.
- Conducting Town Vending Committee Meeting and the resolutions for place allotment, final eligible beneficiaries list & Allotment of Shops.
- Formation of the Groups for facilitation of Loans.
- Allotment of shop number by lottery method.

3. Project Implementation & Monitoring Details:

• Infrastructure Development:

The Smart Street Vending Market Project will be developed in the container Model designed with a modular system with minimum 40 - 200 Shops (50X4=200). (Average and based on place availability)

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• **Skill Training and EDPs:**

- Conduct skill & EDP training programs through FSSAI in relevant trades, such as Food Sector, Marketing Skills, Hygiene and service-oriented sectors.
- Organize Entrepreneurship Development Programs to develop entrepreneurial mind sets and provide guidance on managing businesses.
- Offer on-the-job support to Street Vendors to ensure sustained income generation and skill retention.

• **Financial and Technical Support:**

- Facilitate Bank, PMSVANidhi and SEP Loans for Street Vendors.
- Provide technical assistance for Digital Transactions.

• **Project Cost:**

- Estimated Total Project Cost: Rs.1.80 to Rs.9.00 Crores (Approx.) depends upon the shops i.e. minimum of 40 and maximum of 200 in the following Seven (7) ULBs:-

S. No	Name of the ULB	No. of Shops	Project Cost (Rs. In Cr)	Funding details		
				(Rs. In Cr)		
				ULB	SHG Bank Loans	MEPMA (CBT)
1	Anantapuram	100	4.50	2.90	1.50	0.10
2	Kurnool	100	4.50	2.90	1.50	0.10
3	MTMC (Tadepalli)	40	1.80	1.16	0.60	0.04
4	Ongole	100	4.50	2.90	1.50	0.10
5	Srikakulam	100	4.50	2.90	1.50	0.10
6	VMC	40	1.80	1.16	0.60	0.04
7	YSR Kadapa	100	4.50	2.90	1.50	0.10
	Total	580	26.10	16.82	8.70	0.58

4. Funding Details & Execution:

- **Urban Local Body:** Land, Infrastructure, Solar panels and maintenance support of Rs.1.25 Cr to Rs.3.00 Cr and calling for tenders for the construction identification of expert agency for hand holding and training partners.
- **Banks:** Beneficiary contribution by way of Bank Loans (SEP) of Rs.0.75 Cr to Rs.3.00 Cr.
- **MEPMA:** Training support, market access, and mentorship through Agencies/Consultants of Rs.0.05 Cr to Rs.0.25 Cr from NULM funds from the "Support to Urban Street Vendors" component.
- **Market Linkages:**
Establish market connections with local and regional businesses and collaborations with e-commerce platforms i.e. Swiggy and Zomato to expand market access for Street Vendors.

5. Implementing Agency:

Municipal Commissioner of the respective ULB under guidance of Mission for Elimination of Poverty in Municipal Areas (MEPMA) & MAUD Departments.

6. Key Outcomes:

- **Revenue Generation:**
 - i. Monthly rental fees from vendors.
 - ii. Revenue from digital advertisements on market display boards.
 - iii. Revenue from Solar energy.
- **Enhanced Livelihood Opportunities:**
Establishing Shops in Smart Street Vending Market by March'2026, leading to a vibrant local economy and improved standards of living.

7. Public information:

- List of Identified Street Vendors to be displayed in the respective Municipal Corporation.
- List of Identified Street Vendors to be displayed in "MEPMA" Website.

8. Grievance Redressal Mechanism:

- Grievances to be registered at Municipality level.
- Grievances shall also be accepted at PGRS portal

Grievances to be resolved by respective ULBs, if not resolved to be escalated to State Level Grievance Cell.

4. The Mission Director, MEPMA, Tadepalli shall take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S. SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Mission Director, MEPMA, Tadepalli
Copy to:-
The OSD to Hon'ble Minister (MA&UD)
The P.S. to Principal Secretary to Government, MA&UD Department.
Sf/Sc

//FORWARDED BY ORDER//

RESEARCH OFFICER